

| Set | Items | Description |
|-----|---------|--|
| S1 | 14 | AU=(THEARLING K? OR THEARLING, K?) |
| S2 | 0 | KURT(1N)THEARLING |
| S3 | 1331408 | MARKET? |
| S4 | 426934 | CAMPAIGN? OR PROMOTIOM OR PROMO OR ADVERT? OR AD |
| S5 | 3206340 | SEQUENC? OR MODE?? |
| S6 | 1 | S1 AND S3 |
| S7 | 2 | S1 AND (DATA() (BASE? OR FILE? OR MINE? OR BANK?) OR DATABA- SE? OR DATAFILE? OR DATAMIN? OR DATABANK? OR STORAGE OR DB OR RECORD? ? OR SERVER OR CENTRAL()FILE) |
| S8 | 2 | S6 OR S7 |

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DIALOG(R)File 2:INSPEC
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6210429

Title: Increasing customer value by integrating data mining and campaign management software

Author(s): Frawley, A.; Thearling, K.
Author Affiliation: Exchange Applications, Boston, MA, USA
Journal: Direct Marketing vol.61, no.10 p.49-53
Publisher: Hoke Communications,
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Material Identity Number: B756-1999-003
Language: English Document Type: Journal Paper (JP)
Treatment: Practical (P)

Abstract: To be successful, **database marketers** must, first, identify **market** segments containing customers or prospects with high profit potential and, second, build and execute campaigns that favorably impact the behavior of these individuals. The first task, identifying **market** segments, requires significant data about prospective customers and their buying behaviors. In theory, the more data the better. In practice, however, massive data stores often impede **marketers**, who struggle to sift through the minutiae to find the nuggets of valuable information. Recently, **marketers** have added a new class of software to their targeting arsenal-data mining applications. These software applications automate the process of searching the mountains of data to find patterns that are good predictors of purchasing behaviors. After mining the data, **marketers** must feed the results into campaign management software that, as the name implies, manages the campaign directed at the defined **market** segments. In the past, the link between data mining and campaign management software was mostly manual. In the worst cases, it involved "sneaker net", creating a physical file on tape or disk, which someone then carried to another computer, where they loaded it into the **marketing database**. This separation of the data mining and campaign management software introduces considerable inefficiency and opens the door for human errors. Tightly integrating the two disciplines presents an opportunity for companies to gain competitive advantage. (0 Refs)

Subfile: D

Descriptors: data mining; integrated software; **marketing**; very large **databases**

Identifiers: customer value; data mining software; campaign management software; **database marketers**; **market** segment identification; prospective customers; buying behavior; massive data stores; automated data searching; pattern finding; competitive advantage

Class Codes: D2140 (Marketing, retailing and distribution); D2080 (Information services and database systems)

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8/5/2 (Item 2 from file: 2)
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4903638 INSPEC Abstract Number: C9504-6130-008

Title: A practical external sort for shared disk MPPs

Author(s): Li, X.; Linoff, G.; Smith, S.J.; Stanfill, C.; Thearling, K.
Author Affiliation: Thinking Machines Corp., Cambridge, MA, USA
p.666-75

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Conference Title: SUPERCOMPUTING '93
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Conference Date: 15-19 Nov. 1993 Conference Location: Portland, OR, USA
Language: English Document Type: Conference Paper (PA)
Treatment: Practical (P)
Abstract: An external sort has been implemented and analyzed for a shared disk MPP computer system. In this implementation, we have considered many real world constraints. Decision support functionality in **database** systems, for instance, often requires that external sorting be done in place on disk, support variable length **records**, and be restartable from any point of interruption with no loss of data. These three constraints, along with the more standard requirements of speed and stability, affect the choice and implementation of the external sorting algorithm. The implementation of the sample sort algorithm described here meets these requirements. Although written using high level file processing directives, the implementation sorts a 10 GB file in 1.5 h on a 64 processor Connection Machine CM-5 with a DataVault disk system. (23 Refs)
Subfile: C
Descriptors: parallel programming; shared memory systems; sorting
Identifiers: massively parallel processing; decision support functionality; computer speed; computer stability; practical external sort; shared disk MPP computer system; **database** systems; variable length **records**; interruption; external sorting algorithm; sample sort algorithm; high level file processing directives; Connection Machine CM-5; DataVault disk system; 1.5 h
Class Codes: C6130 (Data handling techniques); C5440 (Multiprocessing systems); C6150N (Distributed systems software)
Numerical Indexing: time 5.4E+03 s
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